



NEWS RELEASE

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Iowans Challenged to Show-Off Do-It-Yourself Projects Through Summer Social Media Contest for Chance to Win \$2,500 Gift Card

Under Construction: A Home Improvement Photo Contest to foster pride and benefits of homeownership

DES MOINES – The Iowa Finance Authority, Iowa Association of Realtors®, Iowa Home Ownership Education Project and the Iowa Mortgage Association have partnered on an innovative social media contest that asks Iowans to show off their best Do-It-Yourself home projects and Pinterest™ aspirations. The contest is accepting entries from now through the end of July and offers a \$2,500 gift card as the top prize.

“We’re excited to offer this innovative social media contest in partnership with the Iowa Association of Realtors®, Iowa Home Ownership Education Project and the Iowa Mortgage Association as a way to raise awareness of the benefits of homeownership,” said Dave Jamison, Iowa Finance Authority Executive Director. “We encourage everyone to enter and to vote often for their favorite entry and show us what fun, home projects that you have planned.”

Any Iowan over the age of eighteen can participate by visiting a participating lender, housing counselor or Realtor®. Participants are asked to write a word or short phrase describing their project, or future project on a memo board and take a photo with their project and submit it through a participating lender, housing counselor or Realtor®. Submissions are being accepted now through July 31. A full list of participating locations is available at IowaFinanceAuthority.gov/Contest.

The winner will be determined by public voting August 1-16 at facebook.com/MeaningofHomeownership. The winning participant with the most votes will receive a grand prize of a \$2,500 Lowe’s gift card and the winning Realtor® and lender/housing counselor will each receive a \$2,500 Community Betterment Grant for all combined votes received. Lenders, housing counselors and Realtors® may sign-up to be a participating location by visiting IowaFinanceAuthortiy.gov/Contest.

“This is a great time to purchase a home or to be an existing homeowner. This partnership has created an exciting, new contest to help raise awareness of the many benefits of homeownership, with some friendly competition and fun,” said Dave Bert, CEO of the Iowa Association of Realtors®. “We extended this year’s contest so that more Iowans can get involved and realize the wonderful opportunities of homeownership.”

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